

a profile database operable to store a viewer profile; and

a suggest module coupled to the profile database, the suggest module operable to access the viewer profile and the program listing information and, in response, to generate a preferred schedule according to the viewer profile and the program listing information, the preferred schedule operable to indicate the desirability of a particular program relative to other programs;

the suggest module comprises a scoring algorithm operable to generate a preference score for the program according to the viewer profile and the program listing information;

the suggest module is further operable in response to viewer's requests for a channel change to select a channel for viewing according to the preference score for the program while bypassing channels that are not currently airing a program satisfying the preferences of the viewer in effect.

114. A method performed on a computing platform that is associated with a television for providing functionality associated with an electronic programming guide, the method comprising:

storing a viewer profile in a profile database;

accessing the viewer profile in the profile database and program listing information stored in a program listing database for a plurality of television programs;

generating a preferred schedule in accordance with the viewer profile and the program listing information, the preferred schedule operable to indicate the desirability of a particular program relative to other programs;

generating a preference score for the program according to the viewer profile and the program listing information; and